

## ABSTRACT

The present invention relates to a novel apparatus and method for effectuating the selection and acquisition or purchase of digital images. The present invention allows a user to search a digital photo gallery for a specific base image. The user then selects a base digital image and is presented with a plurality of corresponding derivative images which are pre-created variations of the selected base image. The user may then select the derivative image which most precisely fits their unique needs. In an alternate embodiment, the user has the option to select and use one or more special effect tools to modify the selected image to even more precisely fulfill their needs. The user may then purchase the digital image and, after purchasing, the digital image may be printed or downloaded or otherwise delivered to the user.